



Research article

FAVORITISM TO SPECIFIC ENTREPRENEURS' BUSINESS QUALITIES IN GENDER CONTEXT

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Abstract

In psychological literature, attempts are made to define the entrepreneur not only as a subject of a certain category of economic activity, but as a person of a special psychological type. Distinctive properties here can be manifested and considered regardless of the content of the economic function performed by the entrepreneur. Therefore, this article examines the peculiarities of individual preferences for the presence of specific business qualities from the business partner among entrepreneurs, and the main hypothesis is related to the assumption that there are individual differences by gender.

Keywords: *gender differences, economic behavior, entrepreneurs' preferences*

1. Theoretical background

Economic activity in the conditions of uncertainty and risk is one of the distinctive features of entrepreneurial action, which is why a significant number of psychological research are devoted to the study of the attitude of entrepreneurs to the business environment. The scientific analysis of the phenomenon of entrepreneurship and its psychological characteristics is developing. Especially in recent years, the understanding of this phenomenon has become increasingly relevant, because a new social group is being formed, which in public consciousness has a great impact on economic and political life (Cassar & Friedman, 2009; Scholman, Thurik & van Stel, 2015). Along with the goals he sets for himself, the person should always know that the means by which he achieves them are also noticed, because they are associated with his own individual, ethical, moral and professional qualities (Dimitrova, 2021). Such socio-psychological phenomena as motives, goals and values in the sphere of economic activity, the level of aspirations and the assessment of one's own abilities to achieve success, attitude to risk, competition and failure in business are studied.

2. Research program

Objective: The main objective of present research is to find the presence of preferences towards basic business qualities among entrepreneurs according their gender.

Hypothesis: Most likely there are significant gender differences between entrepreneurs according their individual preferences to basic business qualities.

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Instrument: Items from Entrepreneurial Potential Scale (Akilimali & Murimbika, 2023) were used for establishing the basic business qualities of entrepreneurial qualities.

Statistical methods: For data analysis, a multivariable conjoint measurement was used to indicate specific entrepreneurial preferences to common business qualities in gender context.

3. Results

The results from analysis for determining individual preferences of specific qualities of a potential business co-worker establish clear preferences among male entrepreneurs. According to the business initiative quality, the most preferred is the middle level, followed by the low level of initiative. A high level of business initiative is least preferred (Table 1).

Table №1. Results of the analysis of individual preferences for a potential business collaborate among male entrepreneurs

factor	level	utility estimates	stand . error	relative importance
initiative	high	-2.998	0.164	20.909
	middle	5.138	0.132	
	low	2.140	0.164	
persistence	strong	5.261	0.164	27.042
	weak	-5.261	0.164	
self-confidence	high	5.164	0.132	19.357
	middle	- 2.368	0.164	
	low	2.796	0.164	
criticality	strong	2.396	0.164	12.315
	weak	-2.396	0.164	
taking on risk	high	2.759	0.164	20.377
	middle	5.344	0.132	
	low	-2.585	0.164	
correlation coefficient		value	significance level	
Pearson's R		0.916	0.001	
Kendall's tau		0.887	0.002	
Kendall's tau Holdouts		1.000	0.020	

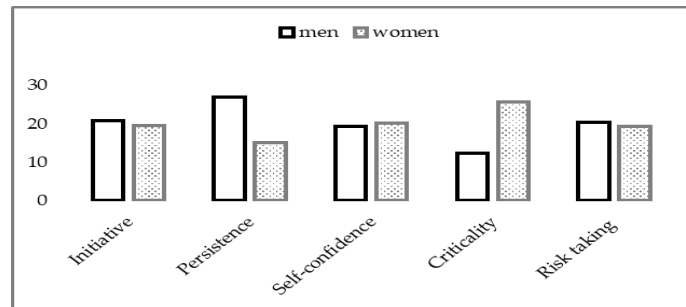
The relative importance of the "initiative" factor is 20,909. Depending on the quality of business persistence, a strong level is preferred, as opposed to a weak level of expression of that quality. The relative importance of the "persistence" factor is 27.042. Regarding the self-confidence quality, the high level is most preferred, followed by the low level of manifestation of this quality. The least preferred is the middle level of the self-confidence quality. The relative importance of the factor "self-confidence" is 19.357. According to the criticality quality, a strong level of quality manifestation is preferred, as opposed to a weak level of criticality demonstration by the potential business partner. The relative importance of the "criticality" factor is 12,315. Regarding the quality of risk-taking, the most preferred is the middle level, followed by the high level of manifestation of this quality. A low level of demonstration of risk-taking quality is least preferred. The relative importance of the "risk taking" factor is 20.377.

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Table №2. Results of the analysis of individual preferences for a potential business collaborate among female entrepreneurs

factor	level	utility estimates	stand . error	relative importance
initiative	high	4.468	0.151	19.556
	middle	5.975	0.128	
	low	-1.507	0.151	
persistence	strong	2.889	0.151	15.103
	weak	-2.889	0.151	
self-confidence	high	2.988	0.151	20.258
	middle	5.369	0.128	
	low	-2.381	0.151	
criticality	strong	4.927	0.151	25.759
	weak	-4.297	0.151	
taking on risk	high	5.031	0.128	19.324
	middle	2.669	0.151	
	low	-2.362	0.151	
correlation coefficient		value	significance level	
Pearson's R		0.908	0.002	
Kendall's tau		0.882	0.002	
Kendall's tau Holdouts		1.000	0.014	

The results from analysis for determining individual preferences for specific characteristic of a potential business co-worker establish clear preferences among female entrepreneurs. According to the business initiative quality, the most preferred is the middle level, followed by the high level of initiative. The least preferred is a low level of business initiative. The relative importance of the "initiative" factor is 19.556. Depending on the quality of business persistence, a strong level is preferred, as opposed to a weak level of expression of that quality. The relative importance of the "persistence" factor is 15.103. Regarding the self-confidence quality, the most preferred is the middle level, followed by the high level of manifestation of this quality. The least preferred is the low level of the self-confidence quality. The relative importance of the factor "self-confidence" is 20.258. According to the criticality quality, a strong level of quality manifestation is preferred, as opposed to a weak level of criticality demonstration by the potential business partner. The relative importance of the "criticality" factor is 25.759. Regarding the quality of risk-taking, the most preferred is the high level, followed by the middle level of manifestation of this quality. A low level of demonstration of risk-taking quality is least preferred. The relative importance of the "risk taking" factor is 19.324.



Graph №1. Significance of the individual preferences of entrepreneurs in relation to the dominant qualities of the potential business collaborate by gender

It is found that “business initiative” is higher for men 20.9%, compared to that for women 19.6%. The significance of the "business persistence" factor is higher for men 27.04%, compared to that for women 15.1%. The importance of the third factor "self-confidence" is almost the same - slightly higher for women 20.26%, compared to that for men 19.36%. The significance of the fourth factor "criticality" is higher for women 25.76%, compared to that for men 12.36%. The significance of the "risk-taking" factor is higher for men 20.38%, compared to that for women 19.32 %.

The summarized results from analysis for determining individual preferences for specific characteristic of a potential business collaborate establish clear preferences by gender. According to the initiative quality, the most preferred is the middle level, followed by the high level of business initiative. The least preferred is a low level of initiative. The relative importance of the "initiative" factor is 19.391. Depending on the quality of persistence, a strong level is preferred, as opposed to a weak level of expression of that quality. The relative importance of the "persistence" factor is 21.123. Regarding the self-confidence quality, the most preferred is the high level, followed by the middle level of manifestation of this quality. The least preferred is the low level of the self-confidence quality (Table 3).

Table №3. Summary results of the analysis of individual preferences a potential business collaborate among entrepreneurs by gender

factor	level	utility estimates	stand . error	relative importance
initiative	high	5.011	0.156	19.391
	middle	6.269	0.129	
	low	-1.258	0.156	
persistence	strong	4.075	0.156	21.123
	weak	-4.075	0.156	
self-confidence	high	4.881	0.129	15.618
	middle	3.622	0.156	
	low	-1.259	0.156	
criticality	strong	3.662	0.156	18.681
	weak	-3.662	0.156	
taking on risk	high	1.048	0.156	25.187
	middle	5.423	0.129	
	low	-4.375	0.156	
correlation coefficient		value	significance level	
Pearson's R		0.912	0.001	
Kendall's tau		0.889	0.001	
Kendall's tau Holdouts		1.000	0.009	

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The relative importance of the factor "self-confidence" is 15.618. According to the criticality quality, a strong level of quality manifestation is preferred, as opposed to a weak level of criticality demonstration by the potential business partner. The relative importance of the "criticality" factor is 18.681. Regarding the quality of risk-taking, the most preferred is the middle level, followed by the high level of manifestation of this quality. A low level of demonstration of risk-taking quality is least preferred. The relative importance of the "risk taking" factor is 25.187.

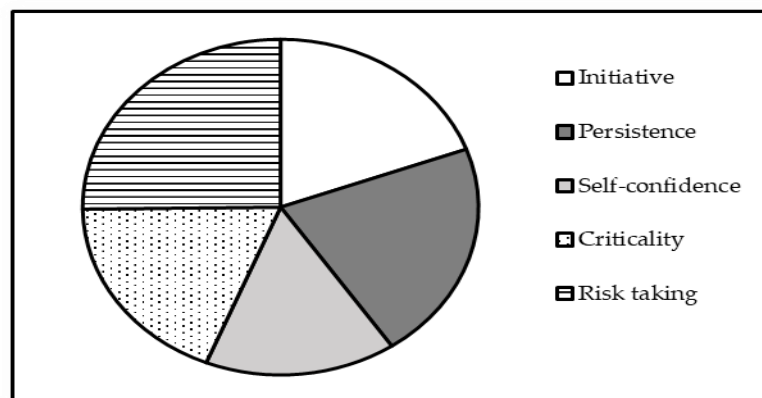


Chart № 2. Proportional distribution of the overall importance of the factors by gender

The percentage distribution of the aggregated significance scores of the factors by gender illustrates the following features. The most significant in terms of gender is the factor "taking risk" - 25.19%, followed by the factors "persistence" - 21.19%, "initiative" - 19.39, "criticality" - 18.68%, and the factor "self-confidence" - 15.62% - is the weakest determinant of individual preferences for a potential business co-worker.

4. Conclusion

Numerous studies in the field of entrepreneurship already prove the importance of social, economic and even political factors in deciding to choose an entrepreneurial career. Of course, it makes no sense to deny the importance of knowledge, competence, professionalism, commitment, but the possibilities of psychology can be the determining factor that leads the entrepreneur to success.

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